

Cultivation of Islamic Values and the Role of Mass Media.

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Abstract.

Society is a group of people commonly sharing a set of values as manifested in the customs and traditions of that society. Thus a set of value is a cementing force, a factor of unification as well as an indicator of the distinct culture. Values have been defined as the standard of judgement of truth, goodness and beauty (a sense of balance and equilibrium).

Cultivation of values in a society presumes the process of change brought about by the commonly shared opinion, about the mode of life as well as the commands of an authority. In the light of the teachings of Islam, values are evolved and developed by a common appeal to the cognition of the people themselves, so the role of mass media is very critical. Mass media performs the function of surveillance of the society, transformation and transmission of the cultural heritage to the posterity and integration of various parts of the society. Thus mass media has assumed a crucial role in the preservation of the values and also the transformation of the society.

An attempt has been made to highlight some of the basic values which are distinctive of an Islamic society and which have been given prime significance by the teaching of Islam.